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Inside Information

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COSDA ELECTS NEW OFFICERS, SETS GOALS

The Communication Officers of State Departments of Agriculture (COSDA) elected new officers for the coming year at the organization's annual meeting in Denver, Colo., earlier this month.

June Brotherton, public affairs director for the North Carolina Department of Agriculture, and last year's first vice president, was elected president.

Mal Boright, information and education officer for the Vermont Department of Agriculture, and last year's second vice president, was elevated to first vice president. Diane Larkin, information officer for the Missouri Department of Agriculture, was named as the new second vice president.

Dalton Hobbs, information officer for the Oregon Department of Agriculture was elected secretary for the organization. Lana Dickson, public relations director for the New Mexico Department of Agriculture, was renamed treasurer. And, Christine Thompson, communications director for the Georgia Department of Agriculture, was elected to serve as COSDA newsletter editor for next year.

Other major business discussed at the annual meeting was national information support for the second biennial NASDA Agriculture & Food Exposition, to be held in Kansas City in April 1985. COSDA had submitted a proposal to the National Association of State Departments of Agriculture for extensive public information support, which was accepted by the NASDA Food Show Committee.

COSDA members got to see how electronic mail was used during the annual meeting, when COSDA president Mark Randal, press secretary for the Illinois Department of Agriculture, sent the COSDA proposal via the Dialcom electronic mail system to the NASDA office in Washington, D.C. The response from the NASDA executive committee also came by the same electronic mail system, which allowed full discussion of the proposal at Denver before it was transmitted, and then again to take final action when the proposal was accepted by NASDA.

Four areas have been targeted: Advance coverage beginning immediately and continuing through April 21, Expo newsroom responsibilities, follow up with the news media after the show, and production of promotion materials, which can be used for the 1987 Expo, to be held in Seattle, Wash. Two state ag information officers have been named to chair and vice-chair each functional area. Randal and Brotherton will serve as coordinators of the overall information effort.

FLORIDA SEEKS AN EDITORIAL CHAIRPERSON

Jim Nehiley reports that the University of Florida is looking for a chairperson for the editorial department of the Institute of Food and Agricultural Sciences.

Responsible for leadership in communications associated with Extension, Research and Teaching programs, the chairperson will report to the vice president for agricultural affairs on administrative, personnel and budget matters and to the deans for Extension, Research and Teaching on program matters.

Qualifications include a doctorate in mass communications, agriculture or home economics journalism, or other related disciplines.

Applications are being accepted until Jan. 30.

Contact Dr. J. M. Nehiley, IFAS, University of Florida, 218 Rolfs Hall, Gainesville, FL 32611. His telephone number is (904) 392-1773. The Dialcom electronic mailbox is AGS550.

EDITOR'S POSITION OPEN IN OKLAHOMA

Oklahoma State University has an opening for a publications editor to handle Extension and Experiment Station publications in the areas of agriculture, 4-H and home economics.

Deadline for resumes and samples was Dec. 10, but Charles N. Voyles, head of Agricultural Information Services at OSU, has extended the deadline.

His address is 102 Public Information Building, Oklahoma State University, Stillwater, OK 74078. His telephone number is (405) 624-6886. His Dialcom electronic mailbox is AGS1900.

NEBRASKA NEEDS 'MARKETING' SPECIALIST

The deadline for applications was Sept. 1, but a telephone call confirmed that the job of communications specialist-marketing is still open at the University of Nebraska at Lincoln.

The person in that position would be responsible for developing and executing plans to market educational programs and materials.

A master's degree is required; a Ph.D. is preferred.

Contact Dr. Richard L. Fleming, Head, Department of Agricultural Communications, Institute of Agriculture & Natural Resources, University of Nebraska, Lincoln, NE 68583-0918. His telephone number is (402) 472-2991. His Dialcom electronic mailbox is AGS1450.

NORTH CAROLINA PUBLICATIONS POSITION OPEN

A senior editorial, tenure track position with responsibilities for oversight of the publications efforts in the Department of Agricultural Communications is open at North Carolina State University at Raleigh.

The position is assistant/associate professor and head, publications section. Applications deadline is Jan. 15, or until the position is filled.

Send resume, work samples, college transcripts and three letters of reference to Dr. George Bostick, Chairman of the Search Committee, Department of Agricultural Communications, North Carolina State University, P.O. Box 7603, Raleigh, NC 27695. His telephone number is (919) 737-3971. His Dialcom electronic mailbox is AGS1750.

CONNECTICUT PUBLISHES CALENDAR

In writing for a copy of "Maryland Agriculture," a calendar of agricultural activities in Maryland, Bud Gavitt, Extension news editor at the University of Connecticut, sent along a copy of that institution's "1985 Backyard Gardener Calendar."

It is a beauty, with gardening ideas for every day of the year, and larger subjects displayed above each month.

Frost-free dates are noted for various parts of the state, sowing and other important dates are noted, and there are timely tips on such subjects as tree pruning and evergreen care.

Gavitt said their initial run of 5,000 copies was sold out within two weeks, at \$2 each, through the state's eight county Extension Service offices.

They're now printing another 5,000.

Dr. Gene Whaples, assistant Extension director for agricultural programs at Connecticut, headed a 5-member committee to plan and produce the calendar. Edmond Morrotte, consumer horticulturist, served as editor. Design, layout and calligraphy were handled by Karen Havens, Extension Service graphic artist.

Gavitt can supply states with a free copy. Write to him at Agricultural Publications, Box U-35, University of Connecticut, Storrs, CT 06268. His Dialcom electronic mailbox is AGS450; his phone number is (203) 486-3334.

QUARTERLY EXCHANGES FOOD STAMP IDEAS

STATE TO STATE, an idea-exchange quarterly published by USDA's Food & Nutrition Service, has been approved by the U.S. Office of Management & Budget.

Started on a temporary basis, November was the fifth issue of this 8-1/2 by 11-inch, six-to-eight pager, designed to support the agency's "operation awareness" campaign.

Its articles, gathered and written in the FNS regional offices, are designed to encourage state agencies to exchange ideas on management savings and to stop losses and waste in the food stamp program.

It has been well received by the states, reports Bill Fedyna, head of FNS publications. He notes that several states sent representatives to Nevada after that state's quality control program was reported in STATE TO STATE.

The publication is distributed as a program management tool to state and local public assistance agencies and has an approved mailing list of 8,000.

It's not for sale, Fedyna notes. It is already oversubscribed.

CHANGES PLANNED FOR AG RESEARCH MAGAZINE

Acting editor Lloyd McLaughlin and assistant editor Judy McBride plan some changes in the AGRICULTURAL RESEARCH magazine beginning in January.

While the 16-page periodical of USDA's Agricultural Research Service will retain its 8-1/2 by 11-inch black-and-white format, the names of its internal sections are being changed, articles will be shorter and writing will be punchier.

Both basic and newsworthy research will be reported, McLaughlin explained. For instance, an article on arthritis in goats would be published in the old magazine because it may serve as a model for humans. But it would be published in the new magazine simply on its own merits.

The editors have worked closely with the Design Division of USDA's Office of Information in making the changes.

NEW SCS INFORMATION DIRECTOR NAMED

Dwight M. Treadway has been named director of information for USDA's Soil Conservation Service.

Treadway, who was chief of systems planning and coordination in the information resources management division of SCS for a year before his latest appointment, said his emphasis will be on management and that he will be leaning heavily on public affairs specialists for technical expertise.

Before moving a year ago to SCS national headquarters in Washington, D.C., he was state conservationist with the SCS in Georgia, stationed for nine years at Athens.

Earlier he was assistant state conservationist in Tennessee, where he helped to develop flood control plans as leader for watershed and river basin planning.

Married and the father of three children, Treadway was graduated from the University of Tennessee with a bachelor's degree in agriculture.

In his new position, Treadway succeeds Hubert W. Kelley, who has assumed similar responsibilities at USDA's Agricultural Research Service.

FARM BILL TIME TABLE, SCOPE OUTLINED

A tentative timetable and scope of the 1985 farm bill were outlined for USDA agency information directors Dec. 11 at the biweekly USDA Public Affairs Council meeting of agency public information directors and USDA's Office of Information managers.

Tom Kay, deputy assistant secretary for governmental and public affairs, said he expected detailed proposals to go to the White House week of Dec. 17.

If the bill gets to Capitol Hill by late January, Kay said, hearings could begin in February. Around May 15, he said, there could be two versions of the bill--one passed by each house of Congress. Then he sees the possibility of a long conference, with a final bill going to the President either in late July, before the summer Congressional recess, or in September.

The present law, he noted, expires Oct. 1.

Kay said the bill sent to the Hill could be expected to include: a long-term design, for more than four years; emphasis on market orientation, recognizing that American farmers are competing for foreign markets; consistency between commodities; a transition program; and equity.

Dave Lane, Secretary Block's deputy press secretary, said a press briefing on the Administration's farm bill could be expected sometime after mid-January.

AUBURN'S LLOYD YERBY PASSED AWAY

Lloyd Yerby, television information specialist with the Information Services Office of Cooperative Extension at Auburn University in Alabama, died Nov. 15, reports W. L. Strain, head of Information Services.

Yerby served on the information staff for 10 years and did an outstanding job, Strain says. He will be missed.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U. S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Any items, comments and inquiries should be addressed to either John Crowley or Nancy Bevis, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250 or to AGR009 mailbox on the Dialcom system, or call (202) 447-7454.

